

NEWELL-EMMETT COMPANY, INC.

40 EAST 34TH STREET

NEW YORK

Advertising

February 11, 1942

Radio Station Manager

Dear Sir:

Re: Beech-Nut Radio Advertising

Effective immediately please broadcast Beech-Nut Gum and Beechies announcements in accordance with the following schedule:

Beechies announcements	-- one week
Beech-Nut Gum announcements	-- four weeks

This ratio should be begun at once and is to be repeated until further notice.

Yours very truly,

George L. Ogle
RADIO DIRECTOR

jmo